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# Maximize Your Potential: Grow Your Expertise, Take Bold Risks & Build An Incredible Career



## Synopsis

We've entered an exhilarating new era of self-invention. With access to new resources, technologies, and connectivity, you no longer have to rely on traditional channels to craft an incredible career. But surviving and thriving in this new landscape requires a highly proactive approach. *Maximize Your Potential* will show you how to generate new opportunities, cultivate your creative expertise, build valuable relationships, and take bold, new risks so that you can utilize your talents to the fullest.

## Book Information

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## Customer Reviews

Jocelyn Gleib edited this volume to which she and 21 others contributed their "insights on making things happen," as did Scott Branson, CEO of Behance, who also wrote the Foreword: "You're a Free Radical, Run with It." This is one of the first volumes in the 99U Box Series published by . Visit the 99U by Behance website and you will encounter this brief explanation: "For too long, the creative world has focused on idea generation at the expense of idea execution. As the legendary inventor Thomas Edison famously said, 'Genius is 1% inspiration, and 99% perspiration.' To truly make great ideas a reality, we must act, experiment, fail, adapt, and learn on a daily basis. 99U is Behance's effort to provide this "missing curriculum" for making ideas happen. Through our Webby Award-winning website, popular events, and bestselling books, we share pragmatic, action-oriented insights from leading researchers and visionary creatives. At 99U, we don't want to give you more ideas--we want to empower you to make good on the ones you've got." It was Edison who also said,

"Vision without execution is hallucination." Darrell Royal's observation is even more volume to this book: "potential" means "you ain't done it yet." The brief but insightful essays are divided within four sections: Creating Opportunities, Building Expertise, Cultivating Relationships, and Taking Risks.

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